## **ORDER**

Orders Order / Rev:		er / Rev: 543748														
	Alt Order	#:														
	Product I	Product Desc: Estimate:		McNamara for Mayor												
	Estimate									WI	WIFR					
	Flight Da	tes:	04/01/17 - 04/03/17				Primary AE:			Ro	Rockford House					
	Original [	Original Date / Rev:		03/27/17 / 03/27/17				Sales Office:			RCKL					
	Order Ty	pe:	NORMAL	NORMAL			Sales Region:			Loc	Local					
Agency	Name:		Friends of 3	om Makis	am ara											
Agency	Buying C	ontact:	Friends of Tom McNamara  1047 Harlem Blvd				Billing Type: Billing Calendar:			Co	Cash					
	Billing Co										Broadcast EOM/EOC					
	Dining Co	maci.														
							Billing Cycle:							<del></del>		
			Rockford, IL 61103				Agency Commission:				15%					
Advertiser	Name:		Tom McNan	nara for N	layor	<del></del>	New Bus	siness "	Thru:	<del></del>						
	Demogra	phic:	НН				Order Separation:			00:	00:15:00					
	Product C	Codes:	Candidate - Local - Mayor				Advertiser External ID:			139	139079					
	Priority:	Priority: Revenue Codes:		P-03 AGY, POL, POL-CAND			Agency External ID: Unit Code:			132	132211 General					
	Revenue									Gei						
Bill Plan						Tota	ls									
Start Date	End Date	# Spots	Gross Amount	Net A	mount	Mont	h		# Spots	Gr	oss Am	ount N	et Amount	Rating		
03/27/17	04/03/17 4		\$4,100.00 \$3,485.00		April					\$4,100.00		\$3,485.00				
						Totals	5			4	\$4,1	00.00	\$3,485.00	0.00		
Account Exec		T	F2 .							<del>,</del>						
Account Execu		Sales Offic			Start Date / I				Order 9							
Rockford Hous	se	RCKL	Local		Start Of Orde	er - End	Of Order		100	)%						
Ln Ch	Start End	d Invent	ory Code	Break	Start/End	Time	Days	Len	Spots	Rat	e Pri	Rtg Type	Spots	Amount		
N 1 WIFR	04/01/17 04/0		Tournament C		Various		1-	:30	1	\$800	.00P-03	0.00 NN	1	\$800.00		
Start	Date End D		Tournament ( <u>kdays</u> <u>Sr</u>	same 1 ots/Week	Rate	Ratir	าต									
Week: 03/2				1			00									
N 2 WIFR	04/01/17 04/0		Tournament C Tournament C		Various		1-	:30	1	\$800	.00P-03	0.00 NM	1	\$800.00		
Start Week: 03/2	<u>Date</u> <u>End D</u> 7/17 04/02/	ate Week	<u>days</u> Sr	ots/Week 1	<u>Rate</u> \$800.00	Ratir 0	<u>19</u> 00									
N3 WIFR	<del></del>	2/17 The AC	CM Awards CM Awards	СМ	Various	*********	1	:30	1	\$1,000	.00P-03	0.00 NM	1	\$1,000.00		
Start Week: 03/2	Date End D	ate Week	<u>kdays</u> Sp	ots/Week 1	<u>Rate</u> \$1,000.00	Ratir 0	00 jā									
N 4 WIFR		3/17 NCAA	Tournament C Tournament C	har6M	Various	-	1	:30	1	\$1,500.	00P-03	0.00 NM	1	\$1,500.00		

Start Date

Week: 04/03/17

End Date

04/09/17

<u>Weekdays</u>

Spots/Week

Rate

1 \$1,500.00

Rating

0.00

4

0.00

0.00

\$4,993.75

\$8,606.25

Orders	Order / Rev:	519083						
	Alt Order #:							
	Product Desc:	McNamara for Mayor						
	Estimate:			WIFR				
	Flight Dates:	03/13/17 - 04/04/17	Primary AE:	Rockford House				
	Original Date / Rev:	02/28/17 / 03/13/17	Sales Office:	RCKL				
	Order Type:	NORMAL	Sales Region:	Local				
		•						
Agency	Name:	Friends of Tom McNamara						
	Buying Contact:		Billing Type:	Cash				
	Billing Contact:		Billing Calendar:	Broadcast EOM/EOC				
		1047 Harlem Blvd	Billing Cycle:					
		Rockford, IL 61103	Agency Commission:	15%				
Advertiser	Name:	Tom McNamara for Mayor	New Business Thru:					
	Demographic:	НН	Order Separation:	00:15:00				
	Product Codes:	Candidate - Local - Mayor	Advertiser External ID:	139079				
	Priority:	P-03	Agency External ID:	132211				
	Revenue Codes:	AGY, POL, POL-CAND	Unit Code:	General				
Bill Plan			Totals					
Start Date	End Date # Spots	Gross Amount Net Amount	Month # Spots	Gross Amount   Net Amount   Rating				
02/27/17	03/26/17 17	\$4,250.00 \$3,612.50	March 2017 17	\$4,250.00 \$3,612.50 0.00				

\$4,993.75

April 2017

Totals

22

39

\$5,875.00

\$10,125.00

## **Account Executives**

04/04/17

03/27/17

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Rockford House	RCKL	Local	Start Of Order - End Of Order	100%	

\$5,875.00

22

Ln Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WIFR	03/13/1	7 04/04/17	23 This Morning 23 This Morning	_	6a-7a	MTWTF	:30	5	\$250.00P-03	0.00 NM	12	\$3,000.00
<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 03/1		03/19/17	MTWTF	2	\$250.00	0.00				I		
Week: 03/2		03/26/17	MTWTF	3	\$250.00	0.00				ı		
Week: 03/2		04/02/17	MTWTF	5	\$250.00	0.00						
Week: 04/0	3/17	04/09/17	MT	2	\$250.00	0.00						
N 2 WIFR	03/13/1	7 04/04/17	23 Morning Blend	i CM	9a-930a	MTWTF	:30	3	\$75.00P-03	0.00 NM	10	\$750.00
			23 Morning Blend	d						ŀ		
<u>Start</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 03/1	3/17	03/19/17	MTWTF	2	\$75.00	0.00						
Week: 03/2	0/17	03/26/17	MTWTF	3	\$75.00	0.00				I		
Week: 03/2	7/17	04/02/17	MTWTF	3	\$75.00	0.00				Į		
Week: 04/0	3/17	04/09/17	MT	2	\$75.00	0.00						
N 3 WIFR	03/13/1	7 04/04/17	23 News @ 5p	CM	457p-530p	MTWTF	:30	4	\$375.00P-03	0.00 NM	10	\$3,750.00
			23 News @ 5p		•							•
<u>Start</u>	Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 03/13	3/17	03/19/17	MTWTF	2	\$375.00	0.00						
Week: 03/20	0/17	03/26/17	MTWTF	2	\$375.00	0.00				•		
Week: 03/23	7/17	04/02/17	MTWTF	4	\$375.00	0.00				1		
Week: 04/03	3/17	04/09/17	MT	2	\$375.00	0.00						
N 4 WIFR	03/20/17	7 04/03/17	23 News @ 10p	CM	10p-1035p	MTWTF	:30	2	\$375.00P-03	0.00 NM	5	\$1,875.00
			23 News @ 10p		• •							
Start	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				I		

Print Date: 03/29/17 13:28:00

\$375.00P-03 0.00 NM

Page 2 of 2 Order / Rev: 519083 Advertiser: Tom McNamara for Mayor Alt Order #: Product Desc: McNamara for Mayor WIFR Flight Dates: 03/13/17 - 04/04/17 Estimate: Ln Ch Start End **Inventory Code** Days Break Start/End Time Len Spots Rate Pri Rtg Type Spots Amount N 4 WIFR 03/20/17 04/03/17 23 News @ 10p CM 10p-1035p MTWTF--:30 \$375.00P-03 0.00 NM \$1,875.00 23 News @ 10p <u>Weekdays</u> Start Date **End Date** Spots/Week Rate Rating Week: 03/20/17 03/26/17 MTWTF--2 \$375.00 0.00 MTWTF--Week: 03/27/17 04/02/17 2 \$375.00 0.00 Week: 04/03/17 M----04/09/17 0.00 \$375.00 1 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Rtg Type 10 WIFR 04/03/17-04/09/17 23 News @ 10p 10p-1035p :30 (\$375.00) 0.00 NM See MG 4.11 [Wrong Inventory Code] 11 WIFR 04/03/17-04/03/17 Late Run 23 News @ 10p Various :30 \$375.00 0.00 NM MG for 4.10 04/03

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Rating

0.00

0.00

:30

CM

1

1

Spots/Week

23 News @ 10p Sun

Weekdays

----5

----s

10p-1035p

Rate

\$375.00

\$375.00

N 5 WIFR 03/26/17 04/02/17 23 News @ 10p Sun

End Date

03/26/17

04/02/17

Start Date

Week: 03/20/17

Week: 03/27/17

\$10,125.00 Totals 39

2

\$750.00